

# CONTRACT



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

www.nbcwashington.com

And:

**CROSSROADS MEDIA, LLC**  
**66 CANAL CENTER PLAZA**  
**SUITE 555**  
**ALEXANDRIA, VA 22314**

<u>Contract / Revision</u> 328193 /		<u>Alt Order #</u> WOC10032363
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 08/15/12 - 08/21/12	<u>Estimate #</u> 884	
<u>Advertiser</u> CROSSROADS GRASSROOTS POLICY STRA		<u>Original Date / Revision</u> 08/09/12 / 08/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRC	<u>Account Executive</u> Kaitie Conway	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 361.60
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u> 02812		<u>Advertiser Ref</u> 23242

Spots on this order are ordered at immediately preemptible class of time

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	WRC	08/15/12	08/21/12	News 4 @ 4:30a	430-5a		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	1111--1				5	\$200.00	1.50			
2	WRC	08/15/12	08/21/12	5-6A NEWS4 @5AM	5A-6A		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	1111--				5	\$800.00	2.60			
3	WRC	08/15/12	08/21/12	6-7A NEWS4 @ 6AM	6A-7A		:30				NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	2222--				10	\$2,000.00	3.70			
4	WRC	08/15/12	08/21/12	7-9A TODAY SHOW	7A-9A		:30				NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	2222--				10	\$2,400.00	3.60			
5	WRC	08/15/12	08/21/12	9-10A TODAY SHOW 2	9A-10A		:30				NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	2222--				10	\$1,000.00	2.30			
6	WRC	08/15/12	08/21/12	10-11A TODAY SHOW 3	10A-11A		:30				NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	2222--				10	\$700.00	1.80			
7	WRC	08/15/12	08/18/12	News 4 Sat 6am 6-7a	6A-7A		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$800.00	2.80			
8	WRC	08/15/12	08/18/12	Saturday Today 7-9a	7A-9A		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$1,800.00	4.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute the entire agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
328193 /	WOC10032363

Contract Dates	Product	Estimate #
08/15/12 - 08/21/12	Crossroads GPS	884

Advertiser	Original Date / Revision
CROSSROADS GRASSR	08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
9	WRC	08/15/12	08/18/12	News 4 Sat 9-1030a	9-1030a		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$1,200.00	2.80			
10	WRC	08/15/12	08/19/12	News 4 This Week	530-6a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$200.00	0.90			
11	WRC	08/15/12	08/19/12	News Sun 6-7a	6-7a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$800.00	2.30			
12	WRC	08/15/12	08/19/12	News Sun 7-8a	7-8a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$1,000.00	3.00			
13	WRC	08/15/12	08/19/12	Sunday Today 8-9a	8-9a		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$2,000.00	4.40			
14	WRC	08/15/12	08/19/12	News 4 Sun 9-10a	9-10a		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$1,200.00	2.90			
15	WRC	08/15/12	08/21/12	11A-12P MIDDAY NEWS	11A-12P		:30				NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	22222--				10	\$400.00	1.30			
16	WRC	08/15/12	08/21/12	Access H Live 12-1p	12-1p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$400.00	0.90			
17	WRC	08/15/12	08/21/12	1-2P DAYS OF OUR LIVES	1P-2P		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$500.00	0.70			
18	WRC	08/15/12	08/21/12	2-3p Nate Berkus	2-3p		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$350.00	0.90			
19	WRC	08/15/12	08/21/12	Ellen	3P-4P		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$600.00	1.40			
20	WRC	08/15/12	08/21/12	4-5P NEWS4 @ 4PM	4P-5P		:30				NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$1,000.00	3.00			
21	WRC	08/15/12	08/21/12	5-6P NEWS 4 @ 5PM	5P-6P		:30				NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$1,800.00	4.10			
22	WRC	08/15/12	08/21/12	6-7P NEWS4 @ 6PM	6P-7P		:30				NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$2,200.00	4.40			

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<u>Contract Dates</u> 08/15/12 - 08/21/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 884
<u>Advertiser</u> CROSSROADS GRASSR		<u>Original Date / Revision</u> 08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
23	WRC	08/15/12	08/21/12	7-730P NBC NIGHTLY NEW	7P-730P		:30				NM	5	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$5,000.00	6.90			
24	WRC	08/15/12	08/18/12	6-630P NEWS4 @ 6P SA W	6-630P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$1,200.00	2.40			
25	WRC	08/15/12	08/18/12	630-7P NBC SA NIGHTLYNE	630-7P		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$2,500.00	3.00			
26	WRC	08/15/12	08/19/12	6-630P NEWS4 @ 6P SU W	6-630P		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$1,400.00	3.60			
27	WRC	08/15/12	08/19/12	630-7P NBC SU NIGHTLYNE	630-7P		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$3,000.00	3.70			
28	WRC	08/15/12	08/21/12	730-8P ACCESS HOLLYWO	730P-8P		:30				NM	5	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$3,600.00	4.20			
29	WRC	08/15/12	08/21/12	11-1135p M-SU L NEWS	11P-1135P		:30				NM	6	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111-1				6	\$3,000.00	3.80			
30	WRC	08/15/12	08/21/12	1135-1237A TONIGHT SHO	1135P-1237A		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$1,200.00	1.70			
31	WRC	08/15/12	08/21/12	1237-137a Fallon	1237-137a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--				5	\$350.00	0.90			
32	WRC	08/15/12	08/18/12	REDSKINS PRESEASON	4p-11p		:30				NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$20,000.00	10.00			
<b>Totals</b>										361.60		134	\$210,100.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/21/12	134	\$210,100.00	\$178,585.00
<b>Totals</b>	134	\$210,100.00	\$178,585.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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